

## **Virtual painting with the Visualizer-app from Flexa**

AkzoNobel, parent company of Flexa, announced the worldwide launch of the very first next-generation 'augmented reality' technology: The Visualizer-app. With this new app users can virtually paint their rooms and immediately see the result. This can be done using the Flexa Visualizer-app. The app is freely available in the iTunes App Store for Apple or in the GooglePlay store for Android.

The 'augmented reality' technology in the Flexa Visualizer-app will scan the room for edges, walls and furniture. This allows users to easily define which parts of the room have to be virtually painted.

## **Roaming through your room with the tablet**

Because the app can discern walls, furniture and other elements in the room, only the desired surfaces will be painted. The user has to hold up their smartphone or tablet and walk through the room. The app will automatically detect the wall and paints it while the user uses the smartphone or tablet to scan other parts of the room. This way the user can see in real-time what the room would look like after painting.

## **Experiment with color**

With the Flexa Visualizer app you can quickly pick another color. Thanks to the masking function you can mask certain parts of the wall. This allows the user to experiment with sections of wall in different colors to directly see whether colors will match.

## **Research into color**

In 2013, Flexa did a worldwide research into color, questioning more than 5000 consumers. Out of all the replies, 93% agreed that it takes confidence to express yourself by means of coloring the interior of your house and more than three quarters (76%) was afraid to pick the wrong color. With the Flexa Visualizer-app that problem has now been solved.

## **Decorating tool**

Sucheta Govil, Global Marketing Director AkzoNobel: "It has always been our vision to bring more color into people's lives. We constantly invest in innovation to realize this vision and we are excited by this new technology with which we can inspire people to bring color into their lives. We are convinced that the Flexa Visualizer-app will be an essential decorating tool for interior designers, painters and millions of our creative customers."

The Flexa Visualizer app has been developed in cooperation with software-experts from Tessella and augmented reality company String Labs